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PETO-HOLLAR CO.

BREEDERS and GROWERS

VINE SEEDS — HYBRID TOMATOES — HYBRID CUCUMBERS — HYBRID WATERMELONS

ROCKY FORD, COLORADO



4/16/52

Dear Customer:

We had most of our contracts in and were ready to plant-- as a matter of fact we had a bag of stock-seed in one hand and the tractor-crank in the other hand when the little girl ran out with the news! As you all know now, our EARLY SURECROP HYBRID CUCUMBER has just been announced as one of the ALL-TIME ALL-AMERICAN Winners.

It is not too late to contract! Please do not delay, however, as we grow this seed in California and we really are going to be forced to crank that tractor for planting very soon now.

The ten vegetables selected are not new-comers; they have been winners in past years, and have stood the test of time. They are going to get a real boost this year, as no vegetables have been awarded by the All-America Council this year, and instead, the usual publicity will be given to these All-time Winners.

To quote Ray Hastings in the April 4 SEED WORLD "They may be offered as the All-America collection, also separately, taking full advantage of several thousands of dollars worth of garden publicity. Every retail seed firm, as well as the seed growers-wholesalers, can go "all-out" on these all-time winners, the Council is convinced."

Our price is the same as last year, \$25.00 per lb. on contract.

Lithographed color packets (Stecher-Traung packet No. 3292) available with your name imprinted. Color and black and white photographs available from us on request.

Be sure you are covered; increase your contract order, or if you do not list SURECROP, place your initial contract order for 1952 crop today!

Sincerely,

PETO, HOLLAR CO.

V.E. Hollar

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